## **ORDER**

Orders	Order / Rev:	104407	_	
	Alt Order #:	06832081		TIP OF
	Product Desc:	HELLER FOR SENATE		HD
	Estimate:			KSNV
	Flight Dates:	10/03/12 - 10/09/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 12/03/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	120	\$75,775.00	\$64,408.75

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$75,775.00	\$64,408.75	0.00
Totals	120	\$75,775.00	\$64,408.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$75,775.00
Market	100%	\$261,293.10

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$67,936.21
KLVX	0%	\$0.00
KSNV-	2%	\$5,225.86
KTNV	18%	\$47,032.76
KTUD	1%	\$2,612.93
KVVU	24%	\$62,710.34
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

L	n Ch	Start	End	Inventory Co	ode Break	Start/End	Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Ε	1 KSNV	10/03/12	10/05/12	M-F 5-6a Wal	keUp w/Wa@M	5-6a		WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
				M-F 5-6a Wa	keUp w/Wagners									
	NEWS													
	Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rati	ing						
	Week: 10/0	)1/12 ′	10/07/12	WTF	6	\$300.00	0	.00						

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Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/03/1	2 10/05/12	M-F 5-6a WakeUp	-	5-6a	WTF-	:30	6	\$300.002	0.00 NM	6	\$1,800.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/01/12	10/07/12	WTF	6	\$300.00	0.00						
E 2 KSNV	10/08/1	2 10/09/12	M-F 5-6a WakeUp	•	5-6a	MT	:30	4	\$300.002	0.00 NM	4	\$1,200.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	4	\$300.00	0.00						
E 3 KSNV	10/08/1	2 10/09/12	M-F 6-7a WakeUp	-	6-7a	MT	:30	4	\$450.002	0.00 NM	4	\$1,800.00
NEWS			M-F 6-7a WakeU	p w/wagners								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	MT	4	\$450.00	0.00						
E 4 KSNV	10/03/1	2 10/05/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	WTF-	:30	6	\$450.002	0.00 NM	6	\$2,700.00
NEWS			W-1 0-7a Wakeo	p w/wagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	6	\$450.00	0.00					_	
E 5 KSNV	10/03/1	2 10/05/12	Today Show Today Show	CM	658a-9am	WTF-	:30	6	\$600.002	0.00 NM	6	\$3,600.00
TODAY	1		roday onow									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	CM	\$600.00	0.00	.20		\$600.000	0.00 NM	4	ФО 400 00
E 6 KSNV	10/06/1	2 10/09/12	Today Show Today Show	CIVI	658a-9am	MT	:30	4	\$600.002	U.UU INIVI	4	\$2,400.00
TODAY	1											
	art Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
Week: 10 E 7 KSNV		10/14/12	M-F Today Show	II 3rd HRM	\$600.00 9-10a	0.00 MT	:30	2	\$275.002	0.00 NM	1	\$275.00
L / KONV	10/00/1	10/03/12	M-F Today Show		J-10a	1411	.50	2	Ψ213.002	0.00 14101		Ψ210.00
TODAY												
<u>Sta</u> Week: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
	Date Ra		escription		E/End Time	0.00	Weekdays	<u>Leng</u>	gth Rate	Rtg Type		
		2-10/14/12 N	1-F Today Show II	3 <i>rd Hr</i> 9-10	a		MT	:	30 <del>(\$275.00</del> )	0.00 NM		
	edited REDIT-R	EELIND1										
			M-F Today Show	II 3rd HRM	9-10a	WTF-	:30	2	\$425.001	0.00 NM	2	\$850.00
2 0 110111	10/00/1	10/00/12	M-F Today Show		0 100	****	.00	_	Ψ120.001	0.00 14111	-	φοσσ.σσ
TODAY	_				<b>-</b> .	5						
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
	Date Ra		escription		E/End Time	0.00	Weekdays	<u>Leng</u>	gth Rate	Rtg Type		
			1-F Today Show II	3rd Hr 9-10	a		WThF	:	30 <del>(\$425.00)</del>	0.00 NM		
	e MG 8.4	,	E] NOT AVAILABL	F RATE								
-			I-F Today Show II 3		а		WThF	:	30 \$425.00	0.00 NM		
[Al	BLE TO F	PLACE] ABL	E TO PLACE									
E 9 KSNV	10/03/1	2 10/05/12	M-F Today Show	III 4th <b>G</b> M	10am-11am	TF-	:30	1	\$225.002	0.00 NM	0	\$0.00
TODAY	<i>(</i> 3		Today 4th Hour									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	TF	1	\$225.00	0.00			= :	D		
	n <u>Date Ra</u> / 10/01/1		escription I-F Today Show III		<u>t/End Time</u> n-11am		Weekdays	<u>Lenç</u> 	<u>3th Rate</u> 30 <del>(\$225.00)</del>	Rtg Type		
	edited	_ 10/01/12 IV	Today Onow III	iarrii 10ai			1111	•	ου (ψεε <del>υ.ου)</del>	, 3.30 (11/1		
[C	REDIT-R	EFUND]										
E 10 KSNV	10/08/1	2 10/09/12	M-F Today Show	III 4th <b>B</b> M	10am-11am	MT	:30	2	\$225.002	0.00 NM	0	\$0.00
			Today 4th Hour									

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Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Ln Ch Sta	art End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Da Week: 10/08/12 Spot <u>Ch</u> Date	10/14/12 Range <u>C</u>	Weekdays MT Description A F Today Show III		/End Time		<u>Weekdays</u> мт	Length		Rtg Type		
Credited		1-F Today Show III	<i>4(11 HI</i> 10a1)	n-i iam		MI	30	<del>(\$225.00)</del>	0.00 NW		
	8/12-10/14/12 N	1-F Today Show III	4th Hr 10an	n-11am		MT	- :30	<del>(\$225.00)</del>	0.00 <i>NM</i>		
	r-REFUND]										
E11 KSNV 10/0	08/12 10/09/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MT	- :30	2 \$	225.002	0.00 NM	2	\$450.00
RR Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	MT	2	\$225.00	0.00						
E 12 KSNV 10/0	03/12 10/05/12	Rachael Ray Rachael Ray	СМ	11am-12pm	WTF	- :30	3 \$	225.002	0.00 NM	3	\$675.00
RR Start Da	te End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12		WTF	3	\$225.00	0.00						
E 13 KSNV 10/0	03/12 10/05/12	Noon News Noon News	СМ	12-1230pm	WTF	- :30	3 \$	275.002	0.00 NM	3	\$825.00
NEWS Start Da	te End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12		WTF	3	\$275.00	0.00						
E 14 KSNV 10/0	08/12 10/09/12	Noon News Noon News	СМ	12-1230pm	MT	- :30	2 \$	275.002	0.00 NM	2	\$550.00
NEWS		Noon News									
<u>Start Da</u> Week: 10/08/12		<u>Weekdays</u> MT	Spots/Week 2	Rate \$275.00	Rating 0.00						
		The Agenda 1230		1230-1p	MT	- :30	2 \$	225.002	0.00 NM	2	\$450.00
AGENDA		The Agenda 1230	0pm								
<u>Start Da</u> Week: 10/08/12		<u>Weekdays</u> MT	Spots/Week 2	Rate \$225.00	Rating 0.00						
E 16 KSNV 10/0	03/12 10/05/12	The Agenda 1230 The Agenda 1230	•	1230-1p	WTF	- :30	3 \$	225.002	0.00 NM	3	\$675.00
AGENDA		The Agenda 123	орш								
<u>Start Da</u> Week: 10/01/12		<u>Weekdays</u> WTF	Spots/Week 3	Rate \$225.00	Rating 0.00						
		Days of our Lives		1258p-2pm	WTF	- :30	3 \$	275.002	0.00 NM	2	\$550.00
DAUS		Days of our Lives	3								
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 Spot Ch Date		WTF Description	3 Start	\$275.00 <u>E/End Time</u>	0.00	Weekdays	Length	Rate	Rtg Type		
	-	Days of our Lives		3p-2pm		WThF		<del>(\$275.00)</del>			
Credited [CREDI	l Γ-REFUND]										
		Days of our Lives	CM	1258p-2pm	MT	- :30	2 \$	275.002	0.00 NM	2	\$550.00
DAYS		Days of our Lives	5								
Start Da Week: 10/08/12		<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E 19 KSNV 10/0	08/12 10/09/12	The Doctors The Doctors	СМ	2pm-3pm	MT	- :30	2 \$	225.002	0.00 NM	2	\$450.00
DRS Stort Do	to End Data	Mookdova	Spoto/Most-	Doto	Datina						
<u>Start Da</u> Week: 10/08/12		<u>Weekdays</u> MT	Spots/Week 2	Rate \$225.00	Rating 0.00						
E 20 KSNV 10/0	03/12 10/05/12		CM	2pm-3pm	WTF	- :30	3 \$	225.002	0.00 NM	3	\$675.00
		The Doctors									

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Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
DRS <u>Star</u> Week: 10/0	rt Date	End Date 10/07/12	Weekdays WTF	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
E 21 KSNV			Dr. Phil Dr Phil	СМ	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
PHIL	rt Doto	End Data		Cnoto ///ook	Doto	Dating						
Week: 10/0		End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	Rate \$300.00	Rating 0.00						
E 22 KSNV	10/08/1	2 10/09/12	Dr. Phil Dr Phil	СМ	3-4p	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
PHIL Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	MT NEWS 3 at 4 (1	2	\$300.00 4-5pm	0.00 MT	:30	2	\$450.002	0.00 NM	2	\$900.00
	10/06/1	2 10/09/12	4PM NEWS (1 h	,	(4:00 PM-4:		.30	۷	φ450.002	U.UU INIVI	2	φ900.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/14/12	MT	2	\$450.00	0.00						
E 24 KSNV	10/03/1	2 10/05/12	NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:00 PM-4:	WTF 30 PM)	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	WTF	3	\$450.00	0.00						
E 25 KSNV	10/03/1	2 10/05/12	NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:30 PM-5:	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS				our	( 1.00 1 111 0.	00 i iii)						
<u>Star</u> Week: 10/0	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 26 KSNV	10/08/1	2 10/09/12	NEWS 3 at 4 (1	,	4-5pm	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS			4PM NEWS (1 h	our)	(4:30 PM-5:	OO PIVI)						
Star Week: 10/0	rt <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$450.00	Rating 0.00						
E 27 KSNV			M-F Early News	CM	5-630p	MT	:30	4	\$900.002	0.00 NM	4	\$3,600.00
NEWS			M-F Early News									
<u>Star</u> Week: 10/0	rt <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 28 KSNV			M-F Early News	СМ	5-630p	WTF	:30	6	\$900.002	0.00 NM	5	\$4,500.00
NEWS			M-F Early News									
Star Week: 10/0	rt Date	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 6	Rate \$900.00	Rating 0.00						
	Date Ra		escription_		/End Time		<u>Veekdays</u>	Len		Rtg Type		
	10/01/12 dited	2-10/07/12 M	I-F Early News	5-63	0p	_	-WThF	-	:30 <del>(\$900.00</del> )	0.00 NM		
	EDIT-RE	EFUND]										
E 29 KSNV	10/08/1	2 10/09/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT	:30	2	\$750.002	0.00 NM	2	\$1,500.00
JEP			ivi-r Jeopardy									
Star Week: 10/0	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$750.00	Rating 0.00						
			M-F Jeopardy	CM	630-7pm	TF	:30	3	\$750.002	0.00 NM	2	\$1,500.00
JEP			M-F Jeopardy									
	rt Date	End Date	Weekdays TE	Spots/Week	Rate	Rating						
Week: 10/0 Spot Ch	01/12 <u>Date Ra</u>	10/07/12 <u>nge</u> <u>D</u>	TF escription	3 <u>Start</u>	\$750.00 E/End Time	0.00 <u>V</u>	Veekdays	Len	gth Rate	Rtg Type		
		2-10/07/12 M	I-F Jeopardy	630-	7pm	_	ThF		:30 <del>(\$750.00</del> )	) 0.00 NM		
	dited EDIT-RE	EFUND]										

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Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

VOICE

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Flight Dates: 10/03/12 - 10/09/12 Estimate:

Break Start/End Time Ln Ch **Inventory Code** Len Spots Start End Days Rate Pri Rtg Type Spots Amount E31 KSNV 10/03/12 10/05/12 M-F Wheel CM 7-730pm --WTF--:30 \$750.002 0.00 NM \$1,500.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$750.00 0.00 Description **Spot** Ch Date Range Start/End Time <u>Weekdays</u> Length Rate Rtg Type (\$750.00) 0.00 NM 1 KSNV 10/01/12-10/07/12 M-F Wheel 7-730pm --WThF---:30 Credited [CREDIT-REFUND] 2 KSNV 10/01/12-10/07/12 M-F Wheel 7-730pm --WThF----:30 <del>(\$750.00)</del> 0.00 NM See MG 31.4 [DEBATES] 4 KSNV 10/03/12-10/03/12 Wheel of Fortune in PRIME M-SA 8-11p / SUN :30 \$750.00 0.00 NM MG for 31.2 10/03 [inv code] E 32 KSNV 10/08/12 10/09/12 M-F Wheel CM 7-730pm MT----:30 2 \$750.002 0.00 NM 2 \$1,500.00 M-F Wheel of Fortune WHEEL Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$750.00 0.00 E 33 KSNV 10/08/12 10/09/12 Ralston Reports CM 730-758pm MT----:30 \$450.002 0.00 NM 2 \$900.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/08/12 10/14/12 MT----\$450.00 0.00 E 34 KSNV 10/03/12 10/05/12 Ralston Reports 730-758pm \$450.002 CM ---TF--:30 0.00 NM 3 3 \$1,350.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rate Rating ---TF--Week: 10/01/12 10/07/12 \$450.00 0.00 E 35 KSNV 10/04/12 10/04/12 M-F News 3 at Eleven CM 11pm-1135pm .30 \$775.002 0.00 NM 1 \$775.00 M-F News 3 at Eleven **NEWS** End Date Spots/Week Start Date Weekdays Rate Rating ---T---Week: 10/01/12 10/07/12 \$775.00 0.00 E 36 KSNV 10/08/12 10/08/12 \$775.002 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 0.00 NM 1 \$775.00 M-F News 3 at Eleven **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating 10/14/12 Week: 10/08/12 \$775.00 0.00 E 37 KSNV 10/08/12 10/09/12 The Tonight Show CM 1135p-1237a MT----:30 \$275.002 0.00 NM \$275.00 Tonight Show TON SHOW Weekdays Start Date **End Date** Spots/Week Rating Rate MT----\$275.00 Week: 10/08/12 10/14/12 0.00 Length Ch Date Range **Description** Start/End Time Weekdays Rate Rtg Type 1 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a :30 (\$275.00) 0.00 NM Credited [CREDIT-REFUND] E 38 KSNV 10/03/12 10/05/12 The Tonight Show --WTF--:30 \$275.002 CM 0.00 NM 1135p-1237a 3 2 \$550.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$275.00 0.00 Start/End Time Ch Date Range **Description** Weekdays Length Rate Rtg Type <del>(\$275.00)</del> 0.00 NM 3 KSNV 10/01/12-10/07/12 The Tonight Show 1135p-1237a --WThF---:30 Credited [CREDIT-REFUND] 10/08/12 10/08/12 Mon PR 8-10p CM \$2,400.002 0.00 NM \$2,400.00 8-10pm M-----:30 1 Monday Prime 8-10pm

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Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E39 KSNV	10/08/1	2 10/08/12	Mon PR 8-10p	CM	8-10pm	M	:30	1 9	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE			Monday Prime 8-	·10pm								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M		\$2,400.00	0.00						
E 40 KSNV	10/09/1	2 10/09/12	Tues PR 8-9p Tuesday Prime 8	CM -9nm	8-9pm	-T	:30	1 \$	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE			raceaay r mile c	Орт								
<u>Sta</u> Week: 10/	rt Date	End Date	Weekdays -T	Spots/Week	Rate	Rating						
E 41 KSNV		10/14/12	Thurs PR 10-11p		\$2,400.00 10-11pm	0.00	- :30	1 9	\$2,100.002	0.00 NM	1	\$2,100.00
			Thursday Prime			•			<b>v</b> =, · · · · · · · ·		-	<del>*</del> =,:::::
	CENTER		Mookdovo	Spoto/Mook	Poto	Dating						
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$2,100.00	Rating 0.00						
E 42 KSNV	10/05/1	2 10/05/12	•	CM	10-11pm	F-	:30	1 9	\$2,100.002	0.00 NM	0	\$0.00
DLINE			Friday Prime 10-	11pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	F		\$2,100.00	0.00	14/			D: T		
	Date Ra	<u>nge</u> <u>D</u> 2-10/07/12 F	escription iri 10-11p		t/End Time 1pm		Weekdays	<u>Len</u>	g <u>tn Rate</u> :30 <del>(\$2,100.00</del>	Rtg <u>Type</u> 0.00 <i>NM</i>		
Cre	edited				r			-		,		
	REDIT-R			= 011					<b>^</b>		_	<b>^</b>
E 43 KSNV	10/06/1	2 10/07/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	omS	SS :30	2	\$750.002	0.00 NM	2	\$1,500.00
NEWS												
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$750.00	Rating						
			News 3 Sunrise -		6a-7a	0.00	5- :30	1	\$225.002	0.00 NM	1	\$225.00
			News 3 Sunrise S	SATURDAY					·			·
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S-	1	\$225.00	0.00						
E 45 KSNV	10/06/1	2 10/06/12	Saturday Today	СМ	7a-9am	9	5- :30	1	\$325.002	0.00 NM	1	\$325.00
SAT TO	DAY		Saturday Today									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S-	1	\$325.00	0.00			<b>****</b>			
E 46 KSNV	10/06/1	2 10/06/12	News 3 Today - S		9am-930am	S	5- :30	1	\$300.002	0.00 NM	1	\$300.00
NEWS			. tollo o . oda,									
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 48 KSNV			SIGN ON-SIGN C		5a-459a	5	5- :30	1	\$375.002	0.00 NM	1	\$375.00
			ROS		(9:30 PM-10:	:30 PM)			·			·
JEP/WH	HEEL irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S-	1	\$375.00	0.00						
E49 KSNV	10/06/1	2 10/06/12	Saturday Night Li		1130pm-1:0	2amS	5- :30	1	\$750.002	0.00 NM	1	\$750.00
SNL			Saturday Night Li	ive								
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S-	1	\$750.00	0.00	- 00		Ф005.000	0.00.104		4005.00
E50 KSNV	10/07/1	2 10/07/12	News 3 Sunrise - News 3 Sunrise S		6a-7a		·S :30	1	\$225.002	0.00 NM	1	\$225.00
NEWS												
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
			Sunday Today	CM	7a-8am	0.00	·s :30	1	\$500.002	0.00 NM	1	\$500.00
		·- ·- <del>-</del>	Sunday Today				7-	•			•	,

Print Date: 12/04/12 09:50:23 Page 7 of 7

Order / Rev: 104407 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832081 Product Desc: HELLER FOR SENATE KSNV

Flight Dates: 10/03/12 - 10/09/12 Estimate:

**Inventory Code** Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount SUN TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$500.00 0.00 E 52 KSNV 10/07/12 10/07/12 Meet the Press CM ----S :30 \$1,900.002 0.00 NM \$1,900.00 8a-9am Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/01/12 10/07/12 1 \$1,900.00 0.00 E 53 KSNV 10/07/12 10/07/12 News 3 Today Wknd :30 \$250.002 0.00 NM \$250.00 CM 9a-930am ----S 1 News 3 Today **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate ----S Week: 10/01/12 10/07/12 \$250.00 0.00 E 54 KSNV 10/07/12 10/07/12 Chris Matthews 9:30AM SM \$375.002 0.00 NM 9:30a-10a ----S :30 \$375.00 1 Chris Matthews SUN 9:30am CM Start Date End Date Weekdays Spots/Week Rating Rate 10/07/12 ----S Week: 10/01/12 \$375.00 0.00 E 55 KSNV 10/07/12 10/07/12 NFL Pre-Game / FNA :30 1 \$1,600.002 0.00 NM \$1,600.00 CM 1p-530pm ----S NFL Pre-Game **FNIA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S 1 \$1,600.00 0.00 ----s E 56 KSNV 10/07/12 10/07/12 NFL Football СМ 1P-9PM 1 \$8,000.002 :30 0.00 NM \$8,000.00 NFL Football SNF Spots/Week Start Date End Date Weekdays Rating Rate ----S Week: 10/01/12 10/07/12 1 \$8,000.00 0.00 NFL End of Game BreakCM E 57 KSNV 10/07/12 10/07/12 1p-9p ----S :30 1 \$6,500.002 0.00 NM \$6,500.00 NFL End of Game Break SNF-POSTGAME Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S 1 \$6,500.00 0.00 \$200.00 E 58 KSNV 10/07/12 10/07/12 Sports Night in Las VegaSM Sun 1135p-1200a -----S \$200.002 0.00 NM :30 1 Sports Night in Las Vegas SPORTS NIGHT Start Date Spots/Week **End Date** Rating <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 \$200.00 0.00 N 59 KSNV 10/03/12 10/05/12 M-F Today Show III 4th **G**M \$325.001 10am-11am --WTF--:30 0.00 NM 1 \$325.00 Today 4th Hour TODAY 3 Start Date End Date **Weekdays** Spots/Week Rating Rate --WTF--Week: 10/01/12 10/07/12 \$325.00 0.00 N60 KSNV 10/04/12 10/05/12 M-F Today Show III 4th &M 10am-11am ---TF--:30 \$325.001 0.00 NM \$0.00 0 Today 4th Hour TODAY 3 Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---TF--\$325.00 0.00 **Spot** Ch Date Range **Description** Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/01/12-10/07/12 M-F Today Show III 4th Hr 10am-11am :30 (\$325.00) 0.00 NM Credited [CREDIT-REFUND] N61 KSNV 10/04/12 10/05/12 The Doctors CM ---TF--:30 \$325.001 0.00 NM \$325.00 2pm-3pm The Doctors TODAY 3 Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 ---TF--\$325.00 0.00